MASTER
NEGATIVE
NO. 95-82396-8

COPYRIGHT STATEMENT

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials including foreign works under certain conditions. In addition, the United States extends protection to foreign works by means of various international conventions, bilateral agreements, and proclamations.

Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

The Columbia University Libraries reserve the right to refuse to accept a copying order if, in its judgement, fulfillment of the order would involve violation of the copyright law.

Author:
Woman's world

Title:
Watseka, Ill.

Place:
Chicago

Date:
[1914]

95-82396-8
MASTER NEGATIVE #

COLUMBIA UNIVERSITY LIBRARIES
PRESERVATION DIVISION

BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

BUSINESS
256.1
W84 Woman's world.
Watseka, Ill. Chicago, Woman's world c191-
49 p. illus. 23½ cm.

Preface signed: Walter W. Manning.
On cover: An advertising man's explorations at home in the interest of advertisers.

RESTRICTIONS ON USE:

TECHNICAL MICROFORM DATA

FILM SIZE: 35mm REDUCTION RATIO: 12x IMAGE PLACEMENT: IA (IIA) IB IIB

DATE FILMED: 3/2/95 INITIALS: W.W

TRACKING # : MSH 04958

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.

INTENTIONAL
SECOND EXPOSURES
DUE TO
PHOTOGRAPHS OR
FADE CHANGES

2.0 mm ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.5 mm ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PM-MGP 13″x18″
METRIC GENERAL PURPOSE TARGET
PHOTOGRAPHIC

200 mm

150 mm

100 mm

1.0

1.1

1.25

1.4

1.6

1.8

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.0 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.0 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.5 mm

A5

A4

PRECISION℠ RESOLUTION TARGETS

Century

A&P

1303 Geneva Avenue
St. Paul, MN 55119

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Watseka, Ill.

An advertising man's
EXPLORATIONS
AT HOME
in the interest of
ADVERTISERS

D 256.1 W84

D256.1 W84
Columbia University
in the City of New York
LIBRARY

School of Business

HF
46

WATSEKA ILL.

WATSEKA ILL.

WOMAN'S WORLD
The Magazine of the Country
CHICAGO

WATSEKA ILL.

WOMAN'S WORLD
The Magazine of the Country
CHICAGO

Business

COLUMBIA
UNIVERSITY
LIBRARY

D 256.1
W84

Dec. 14, 1933 DA/Need

Foreword

THIS is the tale of an Illinois town of 2,500 souls (a city the people call it, because it has a Mayor and city government) discovered in the explorations of an Advertising Director.

Many Watseka people told us that their town was extraordinary—their land the wonderful black soil which works overtime, and their people the salt of the earth—but they were prejudiced.

The census man called it an average of the thousands of other Watsekas scattered through the country, and so we print its story.

To those who wish to read about distinctive people or the extraordinary town, this book will not appeal. It is a simple narration of the common people who live in

Foreword

the country—the kind that Lincoln said God must love because he made so many of them.

To those who lived in some far-off Watseka in other days, this little book may bring back a thought of Auld Lang Syne.

To those whose opinions of the country and its people come from an occasional summer vacation, there may be something to instruct and amuse.

To those whose business needs compel them to use the small town magazine commercially and who have heretofore relied upon the city copy-writer to tell their business story, there will be some food for thought.

Watseka itself is unimportant, but the 68,000,000 population which furnished the numberless other Watsekas spell business opportunities for you and are worth going after.

WALTER W. MANNING

Contents

Foreword

Watseka

- Location 1
- Population 1
- Occupation 2
- Crops 2
- Land 2
- Taxes 3
- Local Government and Politics 3
- Public Conveniences and Improvements 5
- Public Institutions 6

Merchants 6

J. A. Sandiford: "The Busy Grocer" 8

Taliaferro: Cash Grocery 12

The Cyrus Hardware Company 13

E. B. Elder: Drugs, Talking Machines and Cameras 15

Julius Sapiro: Dry Goods 19

L. B. Segur: Furniture 20

Joseph Fanyo: Ford Dealer 22

Star Moving Picture Theatre 24

Contents

Clark & Litell: Restaurant 25

Subscribers

- What They Read 26
- Where They Buy 28
- Dr. Harter: A Subscriber 29

The Beveridge Players 31

The City Marshal 32

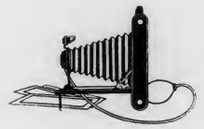
The Watseka Market 35

Woman's World Subscribers in Watseka, Ill. 36

The Mayor's Letter 45

Index 47

List of Illustrations



Main Street, Watseka *Title Page*

Watseka Town Hall 1

Watseka High School 3

The Iroquois Hotel 4

Sandiford, "The Busy Grocer" 8

Dick's Jewelry and Optical Store 11

Taliaferro's Cash Grocery 12

Cyrus Hardware Store 14

Elder's Drug Store 17

Blake's Drug Shop 18

Sapiro's Dry Goods Store 19

Segur's Furniture Store 21

Upsall's Jewelry Store 22

Hogles Toy Store 23

"The Movies" 24

The Iroquois Club 27

List of Illustrations

Lincoln Highway in Watseka	31
Tom Harper, The City Marshal	33
Residence of Mrs. Frank Fanyo	37
Residence of Mrs. Frank Gilbreath	38
Residence of Mrs. E. C. Hamilton	39
Residence of Mrs. T. Henning	40
Residence of Mrs. M. H. Peters	41
Residence of Mrs. Mary Rhoades	42
The Mayor's Letter	45

WATSEKA TOWN HALL

WATSEKA ILL.

LOCATION

WATSEKA is 77 miles south of Chicago, and 12 miles from the western boundary line of Indiana. It is reached by the Chicago & Illinois Central or the Topeka, Peoria & Western Railroad.

POPULATION

WATSEKA has a population of 2,600 (800 families), and is one of many towns in Illinois having a population of between 2,000 and 3,000. There is noth-

WATSEKA TOWN HALL

WATSEKA ILL.

LOCATION

WATSEKA is 77 miles south of Chicago, and 12 miles from the western boundary line of Indiana. It is reached by the Chicago & Illinois Central or the Topeka, Peoria & Western Railroad.

POPULATION

WATSEKA has a population of 2,600 (800 families), and is one of many towns in Illinois having a population of between 2,000 and 3,000. There is noth-

ing about it to distinguish it from any of the others except that it is the County Seat of Iroquois County.

Of the 800 families, 600 are American—native born; 120 are French; and 80 are German—all being thrifty, hard-working people.

OCCUPATION

THE people of Watseka are engaged in farming, with the exception of 34 local merchants, 16 lawyers, 7 physicians and one public stenographer.

There is no employment agency in the town, and the Town Marshal states that there are less than 25 housemaids for the 800 families.

CROPS

THE farmers are chiefly engaged in raising corn and oats, hogs and cattle.

LAND

FARMING land is worth $225 to $250 per acre, and is the rich, black land which characterizes the best corn belts. The farmers find that they obtain the best results by rotating the crops, planting corn one year and oats the next.

WATSEKA'S HIGH SCHOOL

TAXES

THE tax rate is $30.00 per thousand, but the assessment is about two-thirds of the assessed valuation, making the rate $20.00 per thousand on actual valuation.

LOCAL GOVERNMENT AND POLITICS

THE city government is elective, and is composed of the Mayor (Mr. J. W. Upsall), six aldermen, city clerk, city attorney, city treasurer, city collector, city plumber, police magistrate, and an assessor for each township.

The City Marshal (Mr. Thomas Harper, of whom

ing about it to distinguish it from any of the others except that it is the County Seat of Iroquois County.

Of the 800 families, 600 are American—native born; 120 are French; and 80 are German—all being thrifty, hard-working people.

OCCUPATION

THE people of Watseka are engaged in farming, with the exception of 34 local merchants, 16 lawyers, 7 physicians and one public stenographer.

There is no employment agency in the town, and the Town Marshal states that there are less than 25 housemaids for the 800 families.

CROPS

THE farmers are chiefly engaged in raising corn and oats, hogs and cattle.

LAND

FARMING land is worth $225 to $250 per acre, and is the rich, black land which characterizes the best corn belts. The farmers find that they obtain the best results by rotating the crops, planting corn one year and oats the next.

WATSEKA'S HIGH SCHOOL

TAXES

THE tax rate is $30.00 per thousand, but the assessment is about two-thirds of the assessed valuation, making the rate $20.00 per thousand on actual valuation.

LOCAL GOVERNMENT AND POLITICS

THE city government is elective, and is composed of the Mayor (Mr. J. W. Upsall), six aldermen, city clerk, city attorney, city treasurer, city collector, city plumber, police magistrate, and an assessor for each township.

The City Marshal (Mr. Thomas Harper, of whom

THE IROQUOIS HOTEL

more anon) is appointed by the Mayor and draws a salary of $900 per year.

Local politics are non-partisan, and the Mayor is invariably selected for his character as a citizen from the standpoint of fitness and efficiency, length of citizenship, etc., and no one of the bar sinister has gotten by as Mayor in this burg for a great many years.

The town has been dry since May, 1903, and no liquors are sold lawfully—the only exception being when the occasional stranger from a nearby town

boot-legs the sale of redeye in a basement or an alley.

There hasn't been a murder or a robbery in the town for years, and in 1913 there were but 90 arrests, and those almost entirely were drunks.

PUBLIC CONVENIENCES AND IMPROVEMENTS

WATSEKA is on the Chicago & Illinois Central and the Topeka, Peoria & Western Railroad—or, as the natives would say, the "Teapot."

There are 24 trains entering the town daily.

The water is pumped from artesian wells into a standpipe 110 feet high, and is distributed to 85% of the homes in the town.

The town also has a sewer system and electricity —day and night service. 500 of the 800 families in Watseka have their houses wired for electricity; 590 have residential telephones; and 123 have commercial telephones.

Practically all the streets are macadamized.

There are 92 automobiles in the town proper, and approximately 150 in all, taking in the R. F. D. routes within a radius of seven miles from the center

THE IROQUOIS HOTEL

more anon) is appointed by the Mayor and draws a salary of $900 per year.

Local politics are non-partisan, and the Mayor is invariably selected for his character as a citizen from the standpoint of fitness and efficiency, length of citizenship, etc., and no one of the bar sinister has gotten by as Mayor in this burg for a great many years.

The town has been dry since May, 1903, and no liquors are sold lawfully—the only exception being when the occasional stranger from a nearby town

boot-legs the sale of redeye in a basement or an alley.

There hasn't been a murder or a robbery in the town for years, and in 1913 there were but 90 arrests, and those almost entirely were drunks.

PUBLIC CONVENIENCES AND IMPROVEMENTS

WATSEKA is on the Chicago & Illinois Central and the Topeka, Peoria & Western Railroad—or, as the natives would say, the "Teapot."

There are 24 trains entering the town daily.

The water is pumped from artesian wells into a standpipe 110 feet high, and is distributed to 85% of the homes in the town.

The town also has a sewer system and electricity —day and night service. 500 of the 800 families in Watseka have their houses wired for electricity; 590 have residential telephones; and 123 have commercial telephones.

Practically all the streets are macadamized.

There are 92 automobiles in the town proper, and approximately 150 in all, taking in the R. F. D. routes within a radius of seven miles from the center

of the town. About half of these automobiles are Fords, and the balance are about evenly divided among Maxwells, Buicks, Metzs and Overlands.

PUBLIC INSTITUTIONS

THE Superintendent of Schools gave us the information that Watseka has three schools besides a High School, accommodating 525 school children in all. There are approximately 200 children under the school age—six years.

The town has a library, a hospital, six churches, three national banks, two moving picture houses, two weekly newspapers (the Watseka Republican and the Times-Democrat), and one club with a restricted membership which is a badge of social distinction in the town.

An interesting thing about Iroquois County, in which Watseka is located, is that every blind person is pensioned.

MERCHANTS

THE merchants of Watseka are alive and banded together for mutual protection—there being only one cut-rate store in the place.

Retail business is as follows:

8 Grocery stores
3 Meat markets
4 Dry goods stores
2 General stores
3 Drug stores
3 Hardware stores
2 Jewelry stores
2 Furniture stores
2 Feed stores
2 Clothing stores
2 Lumber and coal merchants
1 Shoe store
1 Baker
1 Piano store
1 Book store
1 Toy store
2 Moving Picture houses
3 Automobile dealers

The volume of retail business done in a year in different lines was roughly estimated by some of the merchants visited. It runs: groceries, $250,000; dry goods, $185,000; hardware, including all side lines, $100,000; drugs, $60,000. The estimates are different as most of the retail stores carry side lines which in the cities would be sold in separate stores.

SANDIFORD, "THE BUSY GROCER"

J. A. SANDIFORD: "THE BUSY GROCER"

J. A. SANDIFORD is without doubt the leading grocer of the town from the standpoint of ability and progressiveness. He is about forty years old and came to Watseka two years ago, purchasing a business that had been straggling along for a number of years. Sandiford believed that all commercial success was based upon SERVICE, and he thought that there was room for another grocer in Watseka, regardless

of how many the town had supported, if he could give an individual touch of service that the others lacked. He has done no local newspaper advertising, but he calls his customers up on the telephone when new goods come in and asks them if they are not in the market to buy something which he can conscientiously recommend. He never talks price, but endeavors to show the satisfaction which comes from eating quality goods made in clean factories and sold at a good living profit.

He has put in stock practically the entire Beechnut and Heinz lines of bottled and canned goods, and while these companies have not given him protection in the town so far as making him their sole agent is concerned, he is today selling their goods which cost him $2.30 and $2.35 a dozen at 35 cents retail.

As he says, he has laid himself wide open for cutthroat competition, but it was a question of whether he used the lines at 18% profit when it cost him 25% to do business, or whether he got a fair margin, and took the chance.

Mr. Sandiford said that Jello was a big seller, although Tryphosa, a powdered gelatine made by

SANDIFORD, "THE BUSY GROCER"

J. A. SANDIFORD: "THE BUSY GROCER"

J. A. SANDIFORD is without doubt the leading grocer of the town from the standpoint of ability and progressiveness. He is about forty years old and came to Watseka two years ago, purchasing a business that had been straggling along for a number of years. Sandiford believed that all commercial success was based upon SERVICE, and he thought that there was room for another grocer in Watseka, regardless

of how many the town had supported, if he could give an individual touch of service that the others lacked. He has done no local newspaper advertising, but he calls his customers up on the telephone when new goods come in and asks them if they are not in the market to buy something which he can conscientiously recommend. He never talks price, but endeavors to show the satisfaction which comes from eating quality goods made in clean factories and sold at a good living profit.

He has put in stock practically the entire Beechnut and Heinz lines of bottled and canned goods, and while these companies have not given him protection in the town so far as making him their sole agent is concerned, he is today selling their goods which cost him $2.30 and $2.35 a dozen at 35 cents retail.

As he says, he has laid himself wide open for cutthroat competition, but it was a question of whether he used the lines at 18% profit when it cost him 25% to do business, or whether he got a fair margin, and took the chance.

Mr. Sandiford said that Jello was a big seller, although Tryphosa, a powdered gelatine made by

E. C. Rich, of New York, was coming along fast. It contained, he said, some particularly pleasant flavor which was making it popular.

Last Fall Mr. Sandiford had an idea that by delivering goods to some of the more remote R. F. D. routes he could build up quite a trade from the farming element, who he knew had plenty of money. He saw an advertisement in the *Dry Goods Economist* of a man who wished to sell a Ford delivery automobile which had been used for a short time. The man wanted $400, but Sandiford waited a sufficient length of time after the advertisement came out and then offered $325 for it—which was accepted. Since that time he has started four new customers on the R. F. D's, who have bought over $1,400 worth of goods, which he thinks has paid for the automobile—not to mention the greater facility in handling his town trade with quicker deliveries.

Mr. Sandiford gets up in the morning at four or five o'clock and delivers berries and fruit before breakfast or at any other unusual time to accommodate customers whom he thinks will appreciate this service.

He believes absolutely in advertised lines, but does

not want the manufacturer to fix the selling price, because he thinks he is salesman enough to get the percentage necessary to live.

Sandiford has increased his business 100% since he bought the store, and he has been greatly aided in this development through the assistance of his wife, who has kept his books for him.

DICK'S JEWELRY AND OPTICAL STORE

E. C. Rich, of New York, was coming along fast. It contained, he said, some particularly pleasant flavor which was making it popular.

Last Fall Mr. Sandiford had an idea that by delivering goods to some of the more remote R. F. D. routes he could build up quite a trade from the farming element, who he knew had plenty of money. He saw an advertisement in the *Dry Goods Economist* of a man who wished to sell a Ford delivery automobile which had been used for a short time. The man wanted $400, but Sandiford waited a sufficient length of time after the advertisement came out and then offered $325 for it—which was accepted. Since that time he has started four new customers on the R. F. D's, who have bought over $1,400 worth of goods, which he thinks has paid for the automobile—not to mention the greater facility in handling his town trade with quicker deliveries.

Mr. Sandiford gets up in the morning at four or five o'clock and delivers berries and fruit before breakfast or at any other unusual time to accommodate customers whom he thinks will appreciate this service.

He believes absolutely in advertised lines, but does

not want the manufacturer to fix the selling price, because he thinks he is salesman enough to get the percentage necessary to live.

Sandiford has increased his business 100% since he bought the store, and he has been greatly aided in this development through the assistance of his wife, who has kept his books for him.

DICK'S JEWELRY AND OPTICAL STORE

TALIAFERRO'S CASH GROCERY

TALIAFERRO: CASH GROCERY

Mr. Taliaferro has been in the newspaper business and has kept a general store for the last 16 years. The specializing movement in all lines, however, got too strong for him to resist, and he graduated last year to the proud distinction of running the only cut-rate store in the town.

He uses the coupon selling system, putting out books for $5.00, $10.00, $15.00 and $20.00 to his customers, giving them 2% interest on their money when they pay for their books in advance. He de-

livers his goods, and uses the telephone exclusively in soliciting business.

Mr. Taliaferro believes in advertising, but cashes in on its reputation to cut his prices, and he is canny enough to admit that he gets a larger profit when there is no competition on the article. For instance, he sells Dromedary Dates in the winter at ten cents per pound, and puts the same dates in the ice chest in the summer time and gets fifteen cents per pound for them.

THE CYRUS HARDWARE COMPANY

Mr. Cyrus is a clean-cut man about forty years old —a college graduate. He taught in the High School for a few years, but told me that life was not fast enough, so he thought he would utilize his education in selling good merchandise. Without any experience he started a hardware business.

He is very much interested in handling lines which give him an exclusive agency for the town, and will discard at any time any line where he is not given this protection, if he can do so without injury to himself.

Mr. Cyrus believes in advertised goods because of

TALIAFERRO'S CASH GROCERY

TALIAFERRO: CASH GROCERY

Mr. Taliaferro has been in the newspaper business and has kept a general store for the last 16 years. The specializing movement in all lines, however, got too strong for him to resist, and he graduated last year to the proud distinction of running the only cut-rate store in the town.

He uses the coupon selling system, putting out books for $5.00, $10.00, $15.00 and $20.00 to his customers, giving them 2% interest on their money when they pay for their books in advance. He de-

livers his goods, and uses the telephone exclusively in soliciting business.

Mr. Taliaferro believes in advertising, but cashes in on its reputation to cut his prices, and he is canny enough to admit that he gets a larger profit when there is no competition on the article. For instance, he sells Dromedary Dates in the winter at ten cents per pound, and puts the same dates in the ice chest in the summer time and gets fifteen cents per pound for them.

THE CYRUS HARDWARE COMPANY

Mr. Cyrus is a clean-cut man about forty years old —a college graduate. He taught in the High School for a few years, but told me that life was not fast enough, so he thought he would utilize his education in selling good merchandise. Without any experience he started a hardware business.

He is very much interested in handling lines which give him an exclusive agency for the town, and will discard at any time any line where he is not given this protection, if he can do so without injury to himself.

Mr. Cyrus believes in advertised goods because of

CYRUS HARDWARE STORE

the strong consumer influence he can feel after the advertising in the magazines, but he deprecates any manufacturer trying to force him to do business on less than 25% of the selling price. He says that the quick turn-over, so often quoted by the live wire advertising man, does not exist in the small town on account of the fact that his and every other merchant's trade is limited, and he does not get a chance to work hours enough in the day on account of the lack of customers in his line.

E. B. ELDER: DRUGS, TALKING MACHINES AND CAMERAS

Mr. Elder has been in business for 19 years. He carries a very complete line of drugs, and is a first-class type of country merchant. He states that he is glad to handle advertised lines, provided there is some demand created for them. He buys practically all his goods from jobbers, but occasionally some manufacturer's salesman comes along and tries some strong-arm methods that are not popular. He says that the jobber has a way of holding up the dealer and then forgetting to come through with the advertising. This leaves the goods on his shelves and a bad taste in his mouth.

Mr. Elder has the agency for Edison and Victor Talking Machines. He says that Edison has the call on the R. F. D. routes, but is losing distribution rapidly on account of not advertising new records, and the farmers are getting sick of playing the old ones. The sale of Victors is increasing greatly in the town, the sale being particularly on the $25.00 machines, the $15.00 machine not being featured because the results are not satisfactory nor the dealer's profit sufficient.

WATSEKA ILL.

CYRUS HARDWARE STORE

the strong consumer influence he can feel after the advertising in the magazines, but he deprecates any manufacturer trying to force him to do business on less than 25% of the selling price. He says that the quick turn-over, so often quoted by the live wire advertising man, does not exist in the small town on account of the fact that his and every other merchant's trade is limited, and he does not get a chance to work hours enough in the day on account of the lack of customers in his line.

E. B. ELDER: DRUGS, TALKING MACHINES AND CAMERAS

Mr. Elder has been in business for 19 years. He carries a very complete line of drugs, and is a first-class type of country merchant. He states that he is glad to handle advertised lines, provided there is some demand created for them. He buys practically all his goods from jobbers, but occasionally some manufacturer's salesman comes along and tries some strong-arm methods that are not popular. He says that the jobber has a way of holding up the dealer and then forgetting to come through with the advertising. This leaves the goods on his shelves and a bad taste in his mouth.

Mr. Elder has the agency for Edison and Victor Talking Machines. He says that Edison has the call on the R. F. D. routes, but is losing distribution rapidly on account of not advertising new records, and the farmers are getting sick of playing the old ones. The sale of Victors is increasing greatly in the town, the sale being particularly on the $25.00 machines, the $15.00 machine not being featured because the results are not satisfactory nor the dealer's profit sufficient.

Mr. Elder said that magazine advertising had helped the sale of tooth paste over tooth powder. Colgate's lines selling well.

He said the Kodak business so far this year was $200 larger than in 1913. Girls, he added, were rather more frequent buyers than boys.

I had a long talk with his rival, Mr. Blake.

Mr. Blake is opposed to advertised goods, as the handling of them forces him to keep an enormous stock on hand, consisting of many different varieties of the same articles and allows him only a small profit on each one instead of a larger profit on a limited number. He complained about his treatment at the hands of jobbers and some manufacturers who sell to firms like Sears-Roebuck and Montgomery Ward at prices that enable them to undersell him, who has to buy through a jobber.

He complained also of the ethics of some of the firms whose salesmen are instructed to try to get contracts for larger orders than the retailer can conveniently dispose of. They offer a further discount of, say, 20%, which they call the wholesalers' rate. It is in reality a trifle higher; but the retailer, who buys without a contract, must pay more for the same

ELDER'S DRUG STORE

goods, and if his competitor cuts prices, by virtue of the lower buying price, he is forced to handle the goods with practically no profit at all. Mr. Blake said that Parke-Davis of Detroit, and Wyeth of Philadelphia, both practiced this policy. Lilly, however, had one price to the retailer, and in consequence was very popular and was doing an enormous business. The jobbers, when an order for drugs did not

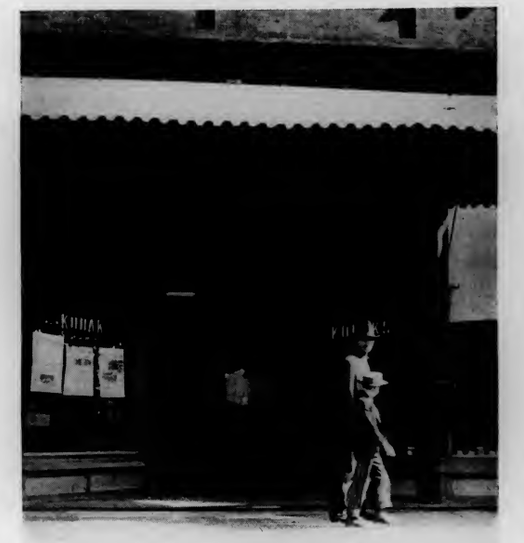
Mr. Elder said that magazine advertising had helped the sale of tooth paste over tooth powder. Colgate's lines selling well.

He said the Kodak business so far this year was $200 larger than in 1913. Girls, he added, were rather more frequent buyers than boys.

I had a long talk with his rival, Mr. Blake.

Mr. Blake is opposed to advertised goods, as the handling of them forces him to keep an enormous stock on hand, consisting of many different varieties of the same articles and allows him only a small profit on each one instead of a larger profit on a limited number. He complained about his treatment at the hands of jobbers and some manufacturers who sell to firms like Sears-Roebuck and Montgomery Ward at prices that enable them to undersell him, who has to buy through a jobber.

He complained also of the ethics of some of the firms whose salesmen are instructed to try to get contracts for larger orders than the retailer can conveniently dispose of. They offer a further discount of, say, 20%, which they call the wholesalers' rate. It is in reality a trifle higher; but the retailer, who buys without a contract, must pay more for the same



ELDER'S DRUG STORE

goods, and if his competitor cuts prices, by virtue of the lower buying price, he is forced to handle the goods with practically no profit at all. Mr. Blake said that Parke-Davis of Detroit, and Wyeth of Philadelphia, both practiced this policy. Lilly, however, had one price to the retailer, and in consequence was very popular and was doing an enormous business. The jobbers, when an order for drugs did not

BLAKE'S DRUG SHOP

specify any particular kind, invariably sent Lilly's, because they, like the retailers, were protected by the manufacturers.

One of Mr. Blake's observations was that Chinamel was favored over Jap-a-Lac, because its quality was superior. He ventured to say that Chinamel held its buyers, whereas Jap-a-Lac through its advertising sold many cans to new buyers, but did not repeat.

JULIUS SAPIRO: DRY GOODS

Mr. Sapiro is the town's leading merchant. He is a Hebrew, and came to Watseka about 22 years ago with a couple of paste-board trunks. He now carries a $30,000 stock and does a $75,000 business. He gives to the consumer a personal money-back guarantee on everything that he sells. He stands ace high in the community on his character, and his business judgment is sought by many of the other dealers.

Mr. Sapiro believes in advertised lines, because he

SAPIRO'S DRY GOODS STORE

WATSEKA ILL.

BLAKE'S DRUG SHOP

specify any particular kind, invariably sent Lilly's, because they, like the retailers, were protected by the manufacturers.

One of Mr. Blake's observations was that Chinamel was favored over Jap-a-Lac, because its quality was superior. He ventured to say that Chinamel held its buyers, whereas Jap-a-Lac through its advertising sold many cans to new buyers, but did not repeat.

JULIUS SAPIRO: DRY GOODS

Mr. Sapiro is the town's leading merchant. He is a Hebrew, and came to Watseka about 22 years ago with a couple of paste-board trunks. He now carries a $30,000 stock and does a $75,000 business. He gives to the consumer a personal money-back guarantee on everything that he sells. He stands ace high in the community on his character, and his business judgment is sought by many of the other dealers.

Mr. Sapiro believes in advertised lines, because he

SAPIRO'S DRY GOODS STORE

says that they make his work easier in selling, but he does not buy a line just because it is advertised.

Mr. Sapiro told me that the small-town women followed the fashions closely and demanded a high standard of quality.

He has had the Hart, Schaffner & Marx line for 15 years, and Lord & Taylor's for 22 years.

L. B. SEGUR: FURNITURE

I WAS attracted to Mr. Segur's store by an exhibition of Hong-Kong grass chairs. On introducing myself to Mr. Segur, I found that he had quite a large stock of these chairs, which ranged in price from $7.50 to $35.00.

Mr. Segur is a good live citizen.

He carries a stock of approximately $20,000, including Herscheim Furniture, the Hoosier Kitchen Cabinet line, and the Macey filing cabinets.

He is keen for advertised goods, because he has noticed the action and interest that they arouse among his customers. He has a strong objection to the narrow margin of profit which many of the advertised lines give him—usually 25% or less on the

SEGUR'S FURNITURE STORE

selling price. This does not give him margin enough to get by, and he has to give credit on three-fourths of his business for from three months to one year's time in order to expand. He thinks he should have at least 35% on the selling price in order to make it an object for him to handle the line.

His selling policy has been to guarantee every sale. He has built his business on the confidence of the purchaser and makes everything right whether the customer is reasonable in his demands or not.

He has thrown out one mattress line on account of

says that they make his work easier in selling, but he does not buy a line just because it is advertised.

Mr. Sapiro told me that the small-town women followed the fashions closely and demanded a high standard of quality.

He has had the Hart, Schaffner & Marx line for 15 years, and Lord & Taylor's for 22 years.

L. B. SEGUR: FURNITURE

I WAS attracted to Mr. Segur's store by an exhibition of Hong-Kong grass chairs. On introducing myself to Mr. Segur, I found that he had quite a large stock of these chairs, which ranged in price from $7.50 to $35.00.

Mr. Segur is a good live citizen.

He carries a stock of approximately $20,000, including Herscheim Furniture, the Hoosier Kitchen Cabinet line, and the Macey filing cabinets.

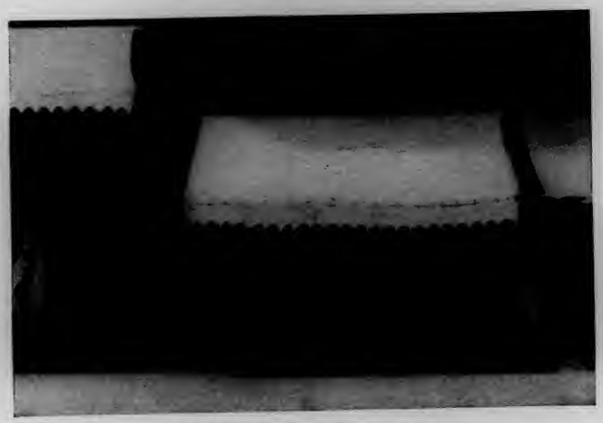
He is keen for advertised goods, because he has noticed the action and interest that they arouse among his customers. He has a strong objection to the narrow margin of profit which many of the advertised lines give him—usually 25% or less on the

SEGUR'S FURNITURE STORE

selling price. This does not give him margin enough to get by, and he has to give credit on three-fourths of his business for from three months to one year's time in order to expand. He thinks he should have at least 35% on the selling price in order to make it an object for him to handle the line.

His selling policy has been to guarantee every sale. He has built his business on the confidence of the purchaser and makes everything right whether the customer is reasonable in his demands or not.

He has thrown out one mattress line on account of



UPSALL'S JEWELRY STORE

the extravagant claims in its advertising, stating that it was impossible for him to back it up, and he is therefore using lines which cost him less money and sell for more, but which he thinks have a larger measure of relative and intrinsic value.

JOSEPH FANYO: FORD DEALER

Mr. Fanyo informed us that during 1912 he sold 30 Fords to people in Watseka and the outlying districts; 35 in 1913; and 40 in 1914 thus far.

On questioning Mr. Fanyo as to the buying im-

HOGLES TOY STORE

pulse for the individual sale, he said he thought the Fords were usually bought by the man to please his wife and children, to gratify their desire for speedier riding than they could get with a horse and carriage, and also to give them an opportunity to come into town to shop.

Mr. Fanyo said that practically every farmer in this vicinity who owned his farm also owned a machine.

UPSALL'S JEWELRY STORE

the extravagant claims in its advertising, stating that it was impossible for him to back it up, and he is therefore using lines which cost him less money and sell for more, but which he thinks have a larger measure of relative and intrinsic value.

JOSEPH FANYO: FORD DEALER

Mr. Fanyo informed us that during 1912 he sold 30 Fords to people in Watseka and the outlying districts; 35 in 1913; and 40 in 1914 thus far.

On questioning Mr. Fanyo as to the buying im-

HOGLES TOY STORE

pulse for the individual sale, he said he thought the Fords were usually bought by the man to please his wife and children, to gratify their desire for speedier riding than they could get with a horse and carriage, and also to give them an opportunity to come into town to shop.

Mr. Fanyo said that practically every farmer in this vicinity who owned his farm also owned a machine.

"THE MOVIES"

STAR MOVING PICTURE THEATRE

THE STAR Moving Picture Theatre, which runs throughout the year, is owned by Charles Eastman, an R. F. D. carrier. A conversation with Mr. Eastman disclosed the fact that the best people attend this theatre, prices being five and ten cents. It runs six nights in the week and Saturday matinee. He told me that a number of people are trying to buy his theatre, but inasmuch as he is cleaning up $100 a month, he thinks he will wait a while, as the prices offered up to date are not sufficient.

An inquiry as to the films which develop the most interest shows that love stories are the best pullers and Indian scenarios second.

CLARK & LITELL: RESTAURANT

AT THE end of our first day's investigation in Watseka, Mr. Skelton and I dropped into Clark & Litell's Restaurant, Mr. Litell's wife being a WOMAN'S WORLD subscriber. We asked for a Welch Grape Juice highball, having the interests of a good advertiser at heart. The clerk offered us the Royal Purple Grape Juice—an unadvertised line—but there was nothing doing. It is possible that they tried to sell us the Hungerford Smith brand because the proprietor had not seen the Welch advertising in WOMAN'S WORLD.

"THE MOVIES"

STAR MOVING PICTURE THEATRE

THE STAR Moving Picture Theatre, which runs throughout the year, is owned by Charles Eastman, an R. F. D. carrier. A conversation with Mr. Eastman disclosed the fact that the best people attend this theatre, prices being five and ten cents. It runs six nights in the week and Saturday matinee. He told me that a number of people are trying to buy his theatre, but inasmuch as he is cleaning up $100 a month, he thinks he will wait a while, as the prices offered up to date are not sufficient.

An inquiry as to the films which develop the most interest shows that love stories are the best pullers and Indian scenarios second.

CLARK & LITELL: RESTAURANT

AT THE end of our first day's investigation in Watseka, Mr. Skelton and I dropped into Clark & Litell's Restaurant, Mr. Litell's wife being a WOMAN'S WORLD subscriber. We asked for a Welch Grape Juice highball, having the interests of a good advertiser at heart. The clerk offered us the Royal Purple Grape Juice—an unadvertised line—but there was nothing doing. It is possible that they tried to sell us the Hungerford Smith brand because the proprietor had not seen the Welch advertising in WOMAN'S WORLD.

SUBSCRIBERS

I

WHAT THEY READ

In interviewing many of Woman's World subscribers in Watseka and the R. F. D. routes adjoining, we found that most of the people on the farms take about four magazines, and that they usually buy them in clubbing combinations.

We found that the women are invariably desirous of a paper which caters to the reading interest of the entire family—a book in which clean fiction predominates and in which they can secure a lot of information for their own use in the department which would help them in their daily work as housekeepers and mothers. We found that a woman frequently had some sort of fashion magazine—either *Delineator, Pictorial Review, McCall's* or the *Ladies' Home Journal*—frequently the *Youth's Companion* specifically for the children.

We found very little trace of the standard magazines on the R. F. D. routes—their sole sales (including the *Saturday Evening Post*) being confined to the town itself.

We found from one to three farm papers in each home, but discovered that the woman seldom reads a farm paper. In practically every one of our interviews the woman did not know the name of the farm papers, and had to look over the magazines on the table to find out what the names were, remarking that she was too busy in keeping house and taking care of her children to want to read technical stuff at the end of her hard day's work.

In most cases we found that the housewives met us with a certain amount of suspicion, but were quickly reassured when we affirmed that we had nothing to sell, but wanted to find out what they

THE IROQUOIS CLUB

SUBSCRIBERS

I

WHAT THEY READ

In interviewing many of Woman's World subscribers in Watseka and the R. F. D. routes adjoining, we found that most of the people on the farms take about four magazines, and that they usually buy them in clubbing combinations.

We found that the women are invariably desirous of a paper which caters to the reading interest of the entire family—a book in which clean fiction predominates and in which they can secure a lot of information for their own use in the department which would help them in their daily work as housekeepers and mothers. We found that a woman frequently had some sort of fashion magazine—either *Delineator, Pictorial Review, McCall's* or the *Ladies' Home Journal*—frequently the *Youth's Companion* specifically for the children.

We found very little trace of the standard magazines on the R. F. D. routes—their sole sales (including the *Saturday Evening Post*) being confined to the town itself.

We found from one to three farm papers in each home, but discovered that the woman seldom reads a farm paper. In practically every one of our interviews the woman did not know the name of the farm papers, and had to look over the magazines on the table to find out what the names were, remarking that she was too busy in keeping house and taking care of her children to want to read technical stuff at the end of her hard day's work.

In most cases we found that the housewives met us with a certain amount of suspicion, but were quickly reassured when we affirmed that we had nothing to sell, but wanted to find out what they

THE IROQUOIS CLUB

thought of our magazine and magazines in general; and then they gave us what seemed to be their sincere opinions.

When we asked them how many members of the family read WOMAN'S WORLD or other papers edited along the lines of WOMAN'S WORLD, the response almost invariably was—"They all read it." The husband and children went in for the fiction, and the housewives enjoyed the departments and the fiction in about equal proportion.

II

WHERE THEY BUY

WE found that most of the farmers on the R. F. D. routes had been in the habit of ordering goods by mail, more from Chicago from Sears-Roebuck and Montgomery Ward than from the New York houses, on account of the greater amount of attention that they had been receiving and because of the propinquity of the city. The Chicago mail order houses, in order of the volume of business done with them, range as follows: Sears-Roebuck, Montgomery Ward, Mandel Brothers and Phillipsborn, with Siegel-Cooper doing a fair amount. The New York houses

are National Cloak & Suit Company, Bellas Hess, Standard Mail Order Company and Perry Dame.

This is a wonderful field for the mail order house, because the farmer has his farm paid for, money in the bank, and the coming generation has the same interest and desire for dress and the expenditure of money in the rural districts as obtains in the bigger cities. The money is here. It is only a question of taking it away.

Through the Postmaster of Watseka we learned that only a small percentage of the people in the town are now buying from mail order houses. The great bulk of the business coming through the Watseka post office is from the R. F. D. routes. The merchants are alive and banded together for mutual protection, there being only one cut-rate store in the town.

III

DR. HARTER: A SUBSCRIBER

DR. HARTER is one of the leading physicians of the town, and the only woman there in the profession. She is a graduate of the University of Chicago, and is a typical small town woman of forty. She is

modern in her tastes—simple and direct in her language. When we visited her, we found her cleaning up her office. She had on a great big blue apron and was chasing dirt most strenuously.

Baby Foods. When we questioned her about baby foods she informed us that Horlick's suits her better than any other, but that other women insist on using their own judgment. In other words, they are influenced a great deal by the advertising which comes to their notice, the most popular selection in such cases being Eagle Brand Condensed Milk. However, she rarely uses that herself unless Horlick's disagrees with the child. She said that while the mothers nurse their babies whenever possible, it is true that each year there seems to be an increase in the percentage of babies brought up on baby foods and bottles in this town.

Dr. Harter has taken the WOMAN'S WORLD for four years—renewing three years ago on a three-year subscription. In this case, WOMAN'S WORLD made a fine showing, for it is the only magazine that she buys on a full term cash subscription. The other magazines that she takes are *Metropolitan, McClure's, Collier's* and *To-day's*. She buys them in combination.

THE LINCOLN HIGHWAY IN WATSEKA

THE BEVERIDGE PLAYERS

ONE evening when we were in Watseka the Beveridge Players—an aggregation of actors and actorines—held a band concert in the public square in front of the Mayor's office to welcome themselves to the city. The selection they intended to execute that evening was "Kathleen" in the canvas theatre in back of the round-house. The band consisted of eleven pieces and a banner. Mr. Beveridge, the leader of the players, informed the people that they had penetrated Watseka after a continuous run (or race) of twelve months in New York City, and six months in Chicago.

modern in her tastes—simple and direct in her language. When we visited her, we found her cleaning up her office. She had on a great big blue apron and was chasing dirt most strenuously.

Baby Foods. When we questioned her about baby foods she informed us that Horlick's suits her better than any other, but that other women insist on using their own judgment. In other words, they are influenced a great deal by the advertising which comes to their notice, the most popular selection in such cases being Eagle Brand Condensed Milk. However, she rarely uses that herself unless Horlick's disagrees with the child. She said that while the mothers nurse their babies whenever possible, it is true that each year there seems to be an increase in the percentage of babies brought up on baby foods and bottles in this town.

Dr. Harter has taken the WOMAN'S WORLD for four years—renewing three years ago on a three-year subscription. In this case, WOMAN'S WORLD made a fine showing, for it is the only magazine that she buys on a full term cash subscription. The other magazines that she takes are *Metropolitan, McClure's, Collier's* and *To-day's.* She buys them in combination.

THE LINCOLN HIGHWAY IN WATSEKA

THE BEVERIDGE PLAYERS

ONE evening when we were in Watseka the Beveridge Players—an aggregation of actors and actorines—held a band concert in the public square in front of the Mayor's office to welcome themselves to the city. The selection they intended to execute that evening was "Kathleen" in the canvas theatre in back of the round-house. The band consisted of eleven pieces and a banner. Mr. Beveridge, the leader of the players, informed the people that they had penetrated Watseka after a continuous run (or race) of twelve months in New York City, and six months in Chicago.

THE CITY MARSHAL

TOM HARPER is the City Marshal. He weighs 250 pounds, but is as hard as nails, and is a terror to the evil doers of the town. He has lived in Watseka the best part of his life, running in and out as a railroad engineer for a great many years. Then he was a restaurant keeper, graduating to an ice cream parlor, and finally to city regulator.

Tom uses the strong arm method exclusively for stamping out crime and sousing. He believes that a public office is a public trust, and that being custodian of the people's interests, it is at all times up to him to give them what they want, and he has found out that the people of Watseka want purity. Tom says: "The people say there shall be no drunks, and I see to it that there are none." He goes on to say: "There is one thing that my bitterest enemy must confess, and this is that I play no favorites. Everyone that goes crooked in Watseka gets pinched."

There used to be two policemen in Watseka back in the earlier days—Tom and his partner. They played the team game—a perfected set of signals, a mutual understanding and a cipher code; but finally

TOM HARPER, THE CITY MARSHAL

one day Tom's partner tacked into the offing in a sea-going hack loaded to the gunwales with a large cargo of gladness, pirated from a boot-legger. Tom pinched him at once, and since then he has been working alone.

Tom's problem (like that of many an advertiser) then became one of distribution. How could he distribute himself evenly around the town at such times as murder, rapine and souses broke forth? The

THE CITY MARSHAL

TOM HARPER is the City Marshal. He weighs 250 pounds, but is as hard as nails, and is a terror to the evil doers of the town. He has lived in Watseka the best part of his life, running in and out as a railroad engineer for a great many years. Then he was a restaurant keeper, graduating to an ice cream parlor, and finally to city regulator.

Tom uses the strong arm method exclusively for stamping out crime and sousing. He believes that a public office is a public trust, and that being custodian of the people's interests, it is at all times up to him to give them what they want, and he has found out that the people of Watseka want purity. Tom says: "The people say there shall be no drunks, and I see to it that there are none." He goes on to say: "There is one thing that my bitterest enemy must confess, and this is that I play no favorites. Everyone that goes crooked in Watseka gets pinched."

There used to be two policemen in Watseka back in the earlier days—Tom and his partner. They played the team game—a perfected set of signals, a mutual understanding and a cipher code; but finally

TOM HARPER, THE CITY MARSHAL

one day Tom's partner tacked into the offing in a sea-going hack loaded to the gunwales with a large cargo of gladness, pirated from a boot-legger. Tom pinched him at once, and since then he has been working alone.

Tom's problem (like that of many an advertiser) then became one of distribution. How could he distribute himself evenly around the town at such times as murder, rapine and souses broke forth? The

THE CITY MARSHAL

TOM HARPER is the City Marshal. He weighs 250 pounds, but is as hard as nails, and is a terror to the evil doers of the town. He has lived in Watseka the best part of his life, running in and out as a railroad engineer for a great many years. Then he was a restaurant keeper, graduating to an ice cream parlor, and finally to city regulator.

Tom uses the strong arm method exclusively for stamping out crime and sousing. He believes that a public office is a public trust, and that being custodian of the people's interests, it is at all times up to him to give them what they want, and he has found out that the people of Watseka want purity. Tom says: "The people say there shall be no drunks, and I see to it that there are none." He goes on to say: "There is one thing that my bitterest enemy must confess, and this is that I play no favorites. Everyone that goes crooked in Watseka gets pinched."

There used to be two policemen in Watseka back in the earlier days—Tom and his partner. They played the team game—a perfected set of signals, a mutual understanding and a cipher code; but finally

TOM HARPER, THE CITY MARSHAL

one day Tom's partner tacked into the offing in a sea-going hack loaded to the gunwales with a large cargo of gladness, pirated from a boot-legger. Tom pinched him at once, and since then he has been working alone.

Tom's problem (like that of many an advertiser) then became one of distribution. How could he distribute himself evenly around the town at such times as murder, rapine and souses broke forth? The

Police Department—consisting of Mr. Thomas Harper, Tom Harper, Harper, T. Harper and Tom—must be constantly prepared for a specially conducted tour to the cooler.

One night Tom had a dream: He was again an engineer back in the old cab, hand on throttle, beating it up toward Chicago on the C. & E. with twenty cars of steers bellowing behind him. The night was dark, the steers were restless, and Tom was very lonesome, when the old banjo signal just ahead threw a red light at him from out the gloom. Down went the brakes! The train finally stopped skidding, and the precious meaty freight was saved. Tom was a hero—a red light had saved the freight.

Just then Tom's wife told him to turn over—*but* the red light idea stuck. So the next day Tom appeared before the city fathers and put through a motion to equip the last telephone pole on Main Street with a red light. The problem of distribution was solved. An arrangement was made with the central telephone operator, and the pressing of a button flashed a crimson glow up and down Main Street when trouble began to brew.

Tom called it an invention, but the people called

it a necessity; so whenever Tom's eagle eye spies the beacon, from his resting place on the park seat of a summer evening, immediately the entire police department in Watseka, consisting of the aforementioned 250 pounds, hurries to the nearest telephone to learn the whereabouts of the trouble.

THE WATSEKA MARKET

And so this is Watseka. Nothing marvelous about it; not a tremendous market. But there are thousands and thousands of Watsekas. Thousands and thousands of quiet little towns like this where the people have got more money than the folks in the cities; where they are just as fond of the comforts of life as the folks in the cities; where they are willing to loosen up and spend their money, provided they are reached; and where the competition of those endeavoring to reach them is far less keen than in any other market. Watseka alone is not a prize; Watseka, with its thousands of sister towns, the thousands of R. F. D. routes that radiate from them, reached through Woman's World which newspapers the country, spells a business opportunity for you.

WOMAN'S WORLD SUBSCRIBERS IN WATSEKA ILL.

Population, 2,500 (800 Families)

Number of paid in advance subscribers, 99

Class A	63	(63.63%)
" B	31	(31.31%)
" C	5	(5.05%)

While investigating our subscribers in Watseka, we classified them into three general divisions. Class A included those families of comfortable means with excellent credit with local banks and trades-people and wholly desirable as customers. Class B included those rated "good." Class C those not highly recommended. For obvious reasons we have not classified the published list of subscribers' names on the following pages, but the totals in each classification are given above.

Number having autos	21	(21.21%)
" having telephones	59	(59.59%)
" owning homes	62	(62.62%)
" renting homes	37	(37.37%)
" farmers	65	(65.65%)

Leading occupation—farming.

WOMAN'S WORLD SUBSCRIBERS IN WATSEKA ILL.

RESIDENCE OF MRS. FRANK FANYO

Subscriber	*Occupation**	*Residence*	*Phone*	*Auto*
Adams, Mrs. J.	Farmer	Owns		
Aye, Mrs. S. H.	Farmer	Rents	Yes	
Baugh, Mrs. F. D.	Cobbler	Rents		
Baughton, Mrs. L.	Assessor	Rents		
Belden, Mrs. S. P.	Bookkeeper	Owns		
Benjamin, Mrs. Fred.	Farmer	Owns	Yes	Yes
Bensen, Louis	Farmer	Owns		
Black, Wm. L.	Farmer	Owns		
Black, Mrs. L.	Farmer	Rents		
Body, Mrs. Allen	Farmer	Owns	Yes	Yes
Bradrick, Lucy C.	Farmer	Owns	Yes	Yes
Brown, Miss L.	Farmer	Owns		
Bunting, Mrs. J. C.	Farmer	Owns	Yes	
Cadore, Mrs. Oscar	Driver	Rents	Yes	
Cheever, John	Farmer	Rents		

*Husband's occupation is given where subscription is in housewife's name.

WOMAN'S WORLD SUBSCRIBERS IN WATSEKA ILL.

Population, 2,500 (800 Families)

Number of paid in advance subscribers, 99

Class A	63	(63.63%)
" B	31	(31.31%)
" C	5	(5.05%)

While investigating our subscribers in Watseka, we classified them into three general divisions. Class A included those families of comfortable means with excellent credit with local banks and trades-people and wholly desirable as customers. Class B included those rated "good." Class C those not highly recommended. For obvious reasons we have not classified the published list of subscribers' names on the following pages, but the totals in each classification are given above.

Number having autos	21	(21.21%)
" having telephones	59	(59.59%)
" owning homes	62	(62.62%)
" renting homes	37	(37.37%)
" farmers	65	(65.65%)

Leading occupation—farming.

WOMAN'S WORLD SUBSCRIBERS IN WATSEKA ILL.

RESIDENCE OF MRS. FRANK FANYO

Subscriber	*Occupation**	*Residence*	*Phone*	*Auto*
Adams, Mrs. J.	Farmer	Owns		
Aye, Mrs. S. H.	Farmer	Rents	Yes	
Baugh, Mrs. F. D.	Cobbler	Rents		
Baughton, Mrs. L.	Assessor	Rents		
Belden, Mrs. S. P.	Bookkeeper	Owns		
Benjamin, Mrs. Fred.	Farmer	Owns	Yes	Yes
Bensen, Louis	Farmer	Owns		
Black, Wm. L.	Farmer	Owns		
Black, Mrs. L.	Farmer	Rents		
Body, Mrs. Allen	Farmer	Owns	Yes	Yes
Bradrick, Lucy C.	Farmer	Owns	Yes	Yes
Brown, Miss L.	Farmer	Owns		
Bunting, Mrs. J. C.	Farmer	Owns	Yes	
Cadore, Mrs. Oscar	Driver	Rents	Yes	
Cheever, John	Farmer	Rents		

*Husband's occupation is given where subscription is in housewife's name.

RESIDENCE OF MRS. FRANK GILBREATH

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Chiever, Chas. C.	Farmer	Rents	Yes	
Clifton, Mrs. Emily	Farmer	Owns	Yes	Yes
Cook, Mrs. Lulu	Farmer	Rents	Yes	
Diggle, George W.	Farmer	Rents	Yes	Yes
Duncan, Mrs. I. L.	Farmer	Owns $25,000	Yes	
Eskengrey, Mrs. A.	Farmer	Owns	Yes	
Fanyo, Frank	Ford dealer	Owns $40,000	Yes	Yes
Fidler, L. W.	Farmer	Owns	Yes	
Fisher, Mrs. J. R.	Farmer	Owns $15,000	Yes	
Fleming, T. R.	Farmer	Owns $25,000	Yes	Yes
Fuller, Frank	Farmer	Owns		
Gardner, Harvey	Farmer	Rents		
Gates, Silas H. R.	Farmer	Owns		
Gibson, L. L.	Farmer	Owns		
Gilbreath, Mrs. Frank	County Supervisor of Schools	Owns	Yes	Yes
Gilfillan, A. J.	Supervisor	Owns	Yes	Yes

RESIDENCE OF MRS. E. C. HAMILTON

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Goken, Mrs. M. R.	Retiredfarmer	Owns		
Goodyear, A. E.	Lawyer	Owns	Yes	Yes
Grice, Mrs. Chas. R.	Farmer	Rents	Yes	
Griffith, Mabel	Farmer	Rents	Yes	
Grove, Chas.	Carpenter	Rents	Yes	
Haberkorn, Chas. R.	Farmer	Owns	Yes	
Hamilton, E. C.	Pres. 1st Nat. Bank	Owns $150,000	Yes	Yes
Hanger, Mrs. L. R.	Butcher	Owns	Yes	
Harris, Mrs. Will J.	Feed store	Owns	Yes	
Harroun, Mrs. E.	Travelling man	Owns	Yes	
Harter, Dr. G.	Only woman physician	Rents	Yes	
Harvey, Harry	Farmer	Owns	Yes	
Hayslip, Chas.	Retiredfarmer	Owns	Yes	
Heikes, George P.	County Treas.	Owns	Yes	Yes
Henning, Mrs. T.	Farmer	Rents		
Herman, Mrs. Harriet	Widow	Owns	Yes	Yes
Higgins, Mrs. Frank	Pub. and Alderman	Owns		
Hix, Mr. Albert	Farmer	Rents		
Hunter, Miss Della	Farmer	Rents		
Hunter, Nellie	Farmer	Rents	Yes	

RESIDENCE OF MRS. FRANK GILBREATH

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Chiever, Chas. C.	Farmer	Rents	Yes	
Clifton, Mrs. Emily	Farmer	Owns	Yes	Yes
Cook, Mrs. Lulu	Farmer	Rents	Yes	
Diggle, George W.	Farmer	Rents	Yes	Yes
Duncan, Mrs. I. L.	Farmer	Owns $25,000	Yes	
Eskengrey, Mrs. A.	Farmer	Owns	Yes	
Fanyo, Frank	Ford dealer	Owns $40,000	Yes	Yes
Fidler, L. W.	Farmer	Owns	Yes	
Fisher, Mrs. J. R.	Farmer	Owns $15,000	Yes	
Fleming, T. R.	Farmer	Owns $25,000	Yes	Yes
Fuller, Frank	Farmer	Owns		
Gardner, Harvey	Farmer	Rents		
Gates, Silas H. R.	Farmer	Owns		
Gibson, L. L.	Farmer	Owns		
Gilbreath, Mrs. Frank	County Supervisor of Schools	Owns	Yes	Yes
Gilfillan, A. J.	Supervisor	Owns	Yes	Yes

RESIDENCE OF MRS. E. C. HAMILTON

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Goken, Mrs. M. R.	Retiredfarmer	Owns		
Goodyear, A. E.	Lawyer	Owns	Yes	Yes
Grice, Mrs. Chas. R.	Farmer	Rents	Yes	
Griffith, Mabel	Farmer	Rents	Yes	
Grove, Chas.	Carpenter	Rents	Yes	
Haberkorn, Chas. R.	Farmer	Owns	Yes	
Hamilton, E. C.	Pres. 1st Nat. Bank	Owns $150,000	Yes	Yes
Hanger, Mrs. L. R.	Butcher	Owns	Yes	
Harris, Mrs. Will J.	Feed store	Owns	Yes	
Harroun, Mrs. E.	Travelling man	Owns	Yes	
Harter, Dr. G.	Only woman physician	Rents	Yes	
Harvey, Harry	Farmer	Owns	Yes	
Hayslip, Chas.	Retiredfarmer	Owns	Yes	
Heikes, George P.	County Treas.	Owns	Yes	Yes
Henning, Mrs. T.	Farmer	Rents		
Herman, Mrs. Harriet	Widow	Owns	Yes	Yes
Higgins, Mrs. Frank	Pub. and Alderman	Owns		
Hix, Mr. Albert	Farmer	Rents		
Hunter, Miss Della	Farmer	Rents		
Hunter, Nellie	Farmer	Rents	Yes	

RESIDENCE OF MRS. T. HENNING

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Keene, R. D.	Farmer	Owns	Yes	
Kelly, Katie R.	School Teacher	Father owns	Yes	
Kent, Hattie	Farmer	Owns	Yes	
Kindt, Miss S.	Farmer	Father owns	Yes	
Leatherman, Mrs. N.	Farmer	Rents	Yes	
Littell, Mrs. Minnie	Restaurant	Owns	Yes	Yes
Long, Thos. L.	Farmer	Owns	Yes	
Long, Lucy	Farmer	Owns $15,000	Yes	
Louix, Cecil	Agt. for Standard Oil	Owns	Yes	Yes
Mackatee, Mrs. Hattie	Farmer	Owns		
Marcott, Mrs. Kate	Farmer	Rents		
Mayette, Mrs. Wm.	Janitor School House	Rents	Yes	
Morris, Mrs. Frank	Cook	Rents	Yes	
Pallissard, May E.	Lawyer	Owns $75,000	Yes	Yes
Pepperdine, A. B.	Brick mason	Rents	Yes	
Perry, Zeri	Farmer	Owns	Yes	
Peters, M. H.	Philanthropist	Owns $100,000		

RESIDENCE OF MRS. M. H. PETERS

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Pew, B. J.	Farmer	Rents		
Poppe, Henry	Farmer	Rents		
Priest, J. M.	Farmer	Owns		Yes
Purgett, Nettie	Farmer	Owns	Yes	
Reichman, Anna	Farmer	Rents	Yes	
Rhoades, Mary R.	Farmer	Owns	Yes	Yes
Richey, Mrs. James	Grocery store	Owns		
Ricketts, Lena	Worker	Rents	Yes	
Roberts, Jennie	Widow	Owns		
Roush, P.	Farmer	Owns		
Rush, Miss Hattie	Farmer	Owns		
Schindler, Mrs. Ada	Farmer	Rents	Yes	
Schuen, Mrs. E. F.	Drayman	Owns		
Seward, P. M.	Farmer	Rents		Yes
Skiff, Mrs. W. E.	Coroner	Owns	Yes	
Smith, Mrs. J. M.	Farmer	Owns	Yes	
Smith, Mrs. C.	Farmer	Rents		
Smith, Mrs. Sarah J.	Farmer	Rents		
South, Clarence	County Clerk	Owns		

RESIDENCE OF MRS. T. HENNING

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Keene, R. D.	Farmer	Owns	Yes	
Kelly, Katie R.	School Teacher	Father owns	Yes	
Kent, Hattie	Farmer	Owns	Yes	
Kindt, Miss S.	Farmer	Father owns	Yes	
Leatherman, Mrs. N.	Farmer	Rents	Yes	
Littell, Mrs. Minnie	Restaurant	Owns	Yes	Yes
Long, Thos. L.	Farmer	Owns	Yes	
Long, Lucy	Farmer	Owns $15,000	Yes	
Louix, Cecil	Agt. for Standard Oil	Owns	Yes	Yes
Mackatee, Mrs. Hattie	Farmer	Owns		
Marcott, Mrs. Kate	Farmer	Rents		
Mayette, Mrs. Wm.	Janitor School House	Rents	Yes	
Morris, Mrs. Frank	Cook	Rents	Yes	
Pallissard, May E.	Lawyer	Owns $75,000	Yes	Yes
Pepperdine, A. B.	Brick mason	Rents	Yes	
Perry, Zeri	Farmer	Owns	Yes	
Peters, M. H.	Philanthropist	Owns $100,000		

RESIDENCE OF MRS. M. H. PETERS

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Pew, B. J.	Farmer	Rents		
Poppe, Henry	Farmer	Rents		
Priest, J. M.	Farmer	Owns		Yes
Purgett, Nettie	Farmer	Owns	Yes	
Reichman, Anna	Farmer	Rents	Yes	
Rhoades, Mary R.	Farmer	Owns	Yes	Yes
Richey, Mrs. James	Grocery store	Owns		
Ricketts, Lena	Worker	Rents	Yes	
Roberts, Jennie	Widow	Owns		
Roush, P.	Farmer	Owns		
Rush, Miss Hattie	Farmer	Owns		
Schindler, Mrs. Ada	Farmer	Rents	Yes	
Schuen, Mrs. E. F.	Drayman	Owns		
Seward, P. M.	Farmer	Rents		Yes
Skiff, Mrs. W. E.	Coroner	Owns	Yes	
Smith, Mrs. J. M.	Farmer	Owns	Yes	
Smith, Mrs. C.	Farmer	Rents		
Smith, Mrs. Sarah J.	Farmer	Rents		
South, Clarence	County Clerk	Owns		

RESIDENCE OF MRS. MARY RHOADES

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Troup, Miss Mabel	Druggist	Owns		
Volberding, Mrs. W.	Shoe business Ice Cream Factory	Owns	Yes	
Wagner, Freeda R.	Farmer	Rents		
Walker, Mrs. Nona R.	Farmer	Rents		
Wasson, Mrs. H. L.	Farmer	Owns		
Weaver, W. H.	Justice of Peace	Owns		
West, Jas. O.	Farmer	Owns	Yes	
West, Mrs. Mary E.	Farmer	Owns $15,000	Yes	Yes
Wielert, Mrs. H. L.	Farmer	Rents		
Wilson, Mrs. O. G.	Farmer	Rents	Yes	
Wiltjer, H. R.	Farmer	Rents		
Zumwalt, Miss Thelma	Farmer	Owns $15,000	Yes	Yes

RESIDENCE OF MRS. MARY RHOADES

Subscriber	*Occupation*	*Residence*	*Phone*	*Auto*
Troup, Miss Mabel	Druggist	Owns		
Volberding, Mrs. W.	Shoe business Ice Cream Factory	Owns	Yes	
Wagner, Freeda R.	Farmer	Rents		
Walker, Mrs. Nona R.	Farmer	Rents		
Wasson, Mrs. H. L.	Farmer	Owns		
Weaver, W. H.	Justice of Peace	Owns		
West, Jas. O.	Farmer	Owns	Yes	
West, Mrs. Mary E.	Farmer	Owns $15,000	Yes	Yes
Wielert, Mrs. H. L.	Farmer	Rents		
Wilson, Mrs. O. G.	Farmer	Rents	Yes	
Wiltjer, H. R.	Farmer	Rents		
Zumwalt, Miss Thelma	Farmer	Owns $15,000	Yes	Yes

CITY OFFICIALS, 1913-14.

John W. Upsall	Mayor
Perry A. Sprague	Clerk
R. C. South	Attorney
W. N. Daniel	Treasurer
Edward Conlin	Collector
J. L. Pickens	City Plumber
J. E. Wills	Police Magistrate

CITY OF WATSEKA

OFFICE OF **JOHN W. UPSALL**
Mayor.

ALDERMEN.

H. M. Browne	1st Ward
Zed Watkins	1st Ward
F. H. Higgins	2d Ward
William F. Fox	2d Ward
J. M. Bell	3d Ward
A. C. Harwood	3d Ward

Watseka, Ills., June 12 1914

The Womens World Magazine Co
Chicago

Gentlemen. I have examined your subscription list for Watseka Ill. I find it representative of the best families in town

Yours truly
John W. Upsall

Index

ADVERTISING, extravagant claims in, 22
Advertised lines, 10, 13, 14, 15, 16, 19, 20
Advertising promised the dealer, 15
Automobiles, 5, 10, 22
Automobile Dealers, 7, 22

BABY FOODS, 30
Baker, 7
Banks, National, 6
Beechnut, 9
Beveridge Players, The, 31
Blake's Drug Shop, 16
Book Store, 7
Buick Car, 6

CAMERAS, 15
Chinamel, 18
Churches, 6
City Marshal, The, 3, 32
Clark & Litell, 25
Clothing Stores, 7, 20
Club, 6
Colgate, 16
Collier's, 30
Consumer Influence, 14, 20
Coupon selling system, 12
Credit given by dealer, 21
Crops, 2
Cut-rate Store, 6, 12, 29
Cyrus Hardware Co., 13

DELIVERY by Automobile, 10
Delineator, 26
Discounts, 16
Dromedary Dates, 13
Drug Stores, 7, 15
Dry Goods Stores, 7, 19

EAGLE Brand Condensed Milk, 30
Eastman, Charles, 24
Edison Phonographs, 15
Elder, E. B., 15
Electricity, 5
Exclusive agencies, 13

FANYO, Joseph, 22
Farm papers, 27
Fashions, following the, 20
Feed Stores, 7
Ford Car, 6, 10, 22
Furniture Stores, 7, 20

GENERAL Stores, 7
Grape Juice, 25
Grocery Stores, 7, 8, 12

HARDWARE Stores, 7, 13
Harper, Thomas, 3, 32
Hart, Schaffner & Marx, 20
Harter, Dr., 29
Heinz, 9
Herscheim Furniture, 20
Hess, Bellas, 29
Hong-Kong Grass chairs, 20

Hoosier Kitchen Cabinet, 20
Horlick's, 30
Hospital, 6

JAP-A-LAC, 18
Jello, 9
Jewelry Stores, 7
Jobbers, 15

KODAK, 16

LADIES' Home Journal, 26
Land, 2
Lawyers, 2
Letter, The Mayor's, 45
Library, 6
Lilly, 17
Local Government, 3
Location, 1
Lord & Taylor, 20
Lumber and Coal Merchants, 7

MACEY Filing Cabinets, 20
Magazines, 26, 30
Mail order houses, 28
Mail order houses, manufacturers who sell to, 16
Mandel Brothers, 28
Market, The Watseka, 35
Mattresses, 21
Maxwell Car, 6
Mayor, The, 3, 45
McCall's, 26
McClure's, 30
Meat Markets, 7
Merchants, 6
Metropolitan, 30
Metz Car, 6
Milk, 30
Money-back guarantee, 19,21
Montgomery Ward, 16, 28
Moving Picture Houses, 7, 24

NATIONAL Cloak and Suit Company, 29
Newspapers, 6

OCCUPATION, 2
Overland Car, 6
Overselling the dealer, 16

PARKE-DAVIS, 17
Perry Dame, 29
Phillipsborn, 28
Physicians, 2, 29
Piano Store, 7
Pictorial Review, 26
Politics, 3
Population, 1
Profit, margin of, 9, 14, 20
Public Conveniences and Improvements, 5
Public Institutions, 6

RESTAURANT, 25
Retail Business, Volume of, 7
Rich, E. C., 10
Royal Purple Grape Juice, 25

SANDIFORD, J. A., 8
Sapiro, Julius, 19
Saturday Evening Post, 26
Schools, 6
Sears-Roebuck, 16, 28
Segur, L. B., 20
Selling price, objection to price fixed by manufacturer, 10
Shoe Store, 7
Siegel-Cooper, 28
Standard Mail Order Co., 29
Star Moving Picture Theatre, 24
Stenographer, Public, 2
Subscribers in Watseka, 36
where they buy, 28
what they read, 26

TALIAFERRO'S Cash Grocery, 12
Talking Machines, 15
Taxes, 3
Telephones, 5
To-day's, 30
Tooth paste, 16
Tooth powder, 16
Toy Store, 7
Tryphosa, 9
Turn-over, 14

VICTOR Talking Machines, 15

WATSEKA Market, The, 35
Welch Grape Juice, 25
Woman's World subscribers in Watseka, 36
Wyeth, 17

YOUTH'S Companion, 26

COLUMBIA UNIVERSITY LIBRARY

Date Due

MSH 04958
DEC 0 81994
NEH

256.1 W84
Woman's world
Watseka, Illinois

COLUMBIA UNIVERSITY LIBRARIES
0041448030

DEC 21 1993

END OF
TITLE